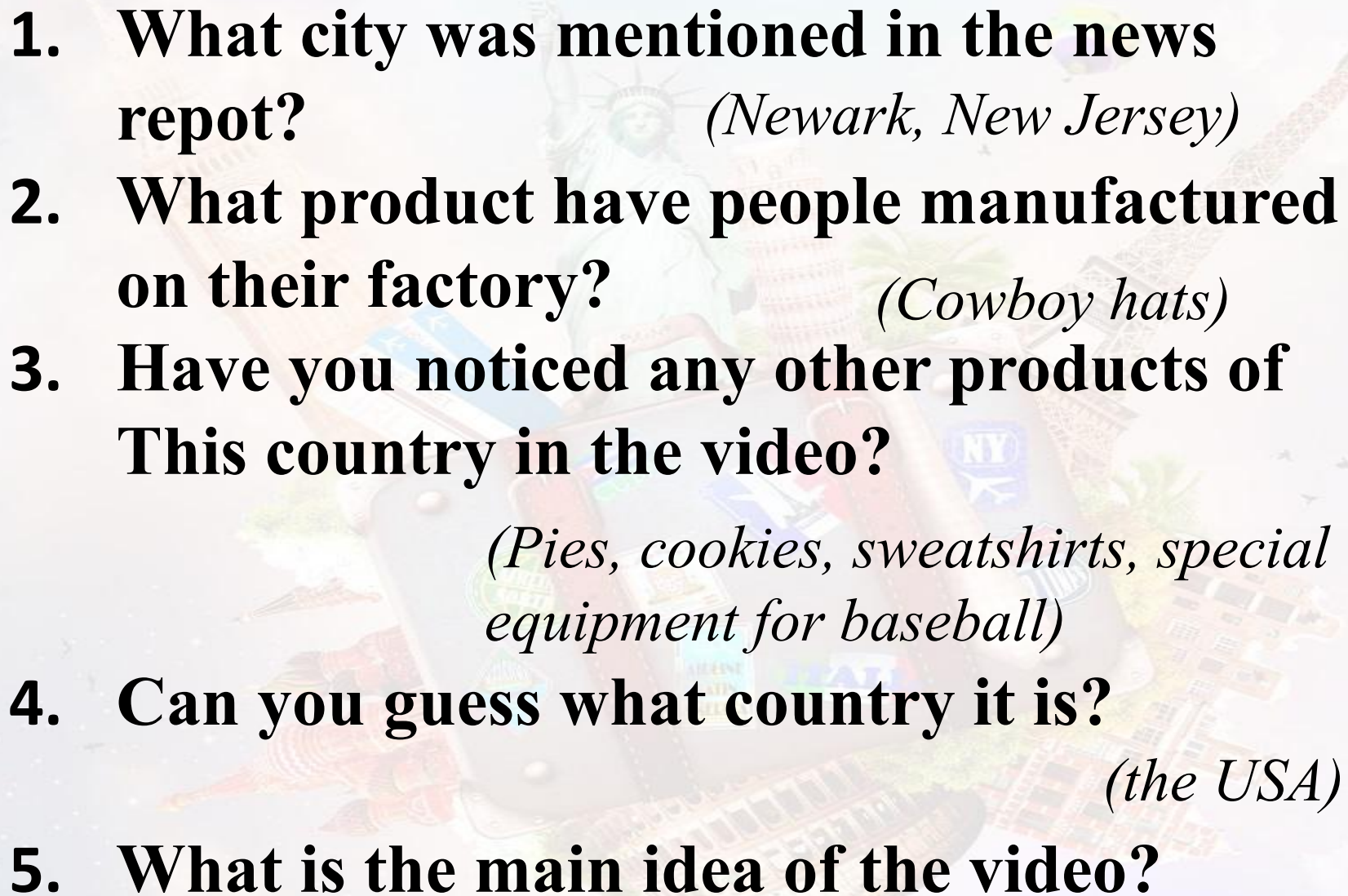






5:08 79°

f CBSNewYork

- 
- 1. What city was mentioned in the news report?**
(Newark, New Jersey)
 - 2. What product have people manufactured on their factory?**
(Cowboy hats)
 - 3. Have you noticed any other products of This country in the video?**
(Pies, cookies, sweatshirts, special equipment for baseball)
 - 4. Can you guess what country it is?**
(the USA)
 - 5. What is the main idea of the video?**



Vocabulary

To wonder /'wʌndə/ - to think about
the reason why

задуматься



A story /'stɔ:ri/ - history

история, рассказ



To go back /gəʊ bæk/ - to date back to
a certain time

вернуться назад



Durable cotton /'djʊərəəbl kɒtn/ - a natural fabric that resists wear and tear



прочный
хлопок

A manual worker /'mænjʊəl 'wɜ:kə/ -
a person whose job involves physical
labour

рабочий



A big hit /big hit/ - a huge success

успех



Generation /dʒenə'reɪʃn/ - a group of people who were all born around the same time and who share similar experiences

ПОКОЛЕНИЕ



To ban /bæn/ - to state officially that
sth is not allowed

запретить



A staple item /steɪpl 'aɪtəm/ - sth that is basic and important in everyday life



необходимые
вещи

To take revenge /teɪk rɪ'vendʒ/ - to get even with sb who you feel has wronged you

ОТОМСТИТЬ



Fussy diner /'fʌsi 'daɪnə/ - a person at a restaurant who complains about their food



A batch of fries /bæʃ ɒv fraɪz/ - a portion of fries cooked at the same time

пачка
картошки
фри



Crispy /'krispi/ - dry and hard

хрустящий



To fast-forward / fɑːst 'fɔːwəd/ - to
skip ahead in time

перемотать



Formula /'fɔ:mjʊlə/ - the amounts of various substances that make up another substance



рецепт

A brass kettle /brɑ:s ketl/ - a container for boiling water made from a yellow metal (made from copper and zinc)



медный
чайник

Serving /'sɜ:vɪŋ/ - portion

порция



Sales rise /seɪlz raɪz/ - a large number of products are sold

рост продаж



A trade secret /treɪd 'si:krit/ - information that is kept hidden from others by a company so their competitors don't steal their business

совершенно
секретно



Task 1. Fill in the table.

Products	When invented /by whom	How it became popular	The product today
Jeans			
Potato chips			
Coca-cola			

Text 1. Jeans

The story of jeans goes back to the 19th century when **sailors** from Genoa, Italy wore durable cotton and wool denim trousers. Then, in 1853, 24-year-old Levi Strauss travelled to San Francisco from Germany and decided to design trousers for **manual workers** from this material. They were a **big heat**, and by the 1950s jeans had become very popular with a whole generation of young people. At first, many places such as theatres and restaurants **banned** them. Nowadays, jeans are a **staple item** of clothing in everyone's wardrobe!

Text 2. Potato chips

In 1853, George Crum was working as a chef at a restaurant in New York. One day, a customer sent Crum's French fries back to the kitchen, saying they were too **thick**. Crum got very angry and decided to **take revenge** on the **fussy diner**; he made a new batch of fries so thin and **crispy** that the customer couldn't eat them with a fork! To George's surprise, the guest was **thrilled** with them and other diners began asking for them, too. Fast-forward to the 21st century and, in the US alone, sales of potato chips amount to over \$6 billion per year.

Text 3. Coca-cola

John Pemberton, a pharmacist from Georgia, invented the original Coca-Cola formula in a three-legged brass kettle in his backyard! The soft drink was first sold as a medicine in a chemist's on 8th May, 1886. Dr Pemberton sold about 9 **servings** each day. He made about \$50 in the first year, but unfortunately it cost him about \$70 to make the cola! In 1887, a businessman bought the **formula** and by 1900 sales had risen by over 4000%. Coca-Cola remains the most famous soft drink in the world, but its exact **ingredients** are still a trade secret!

Products	When invented /by whom	How it became popular	The product today
Jeans	1853, Levi Strauss	manual workers liked jeans	staple item of clothing
Potato chips	1853, George Crum	a customer complained about thick French fries	sales of \$6 billion a year in the USA
Coca-cola	1886, John Pemberton	a businessman bought the formula	most famous soft drink in the world

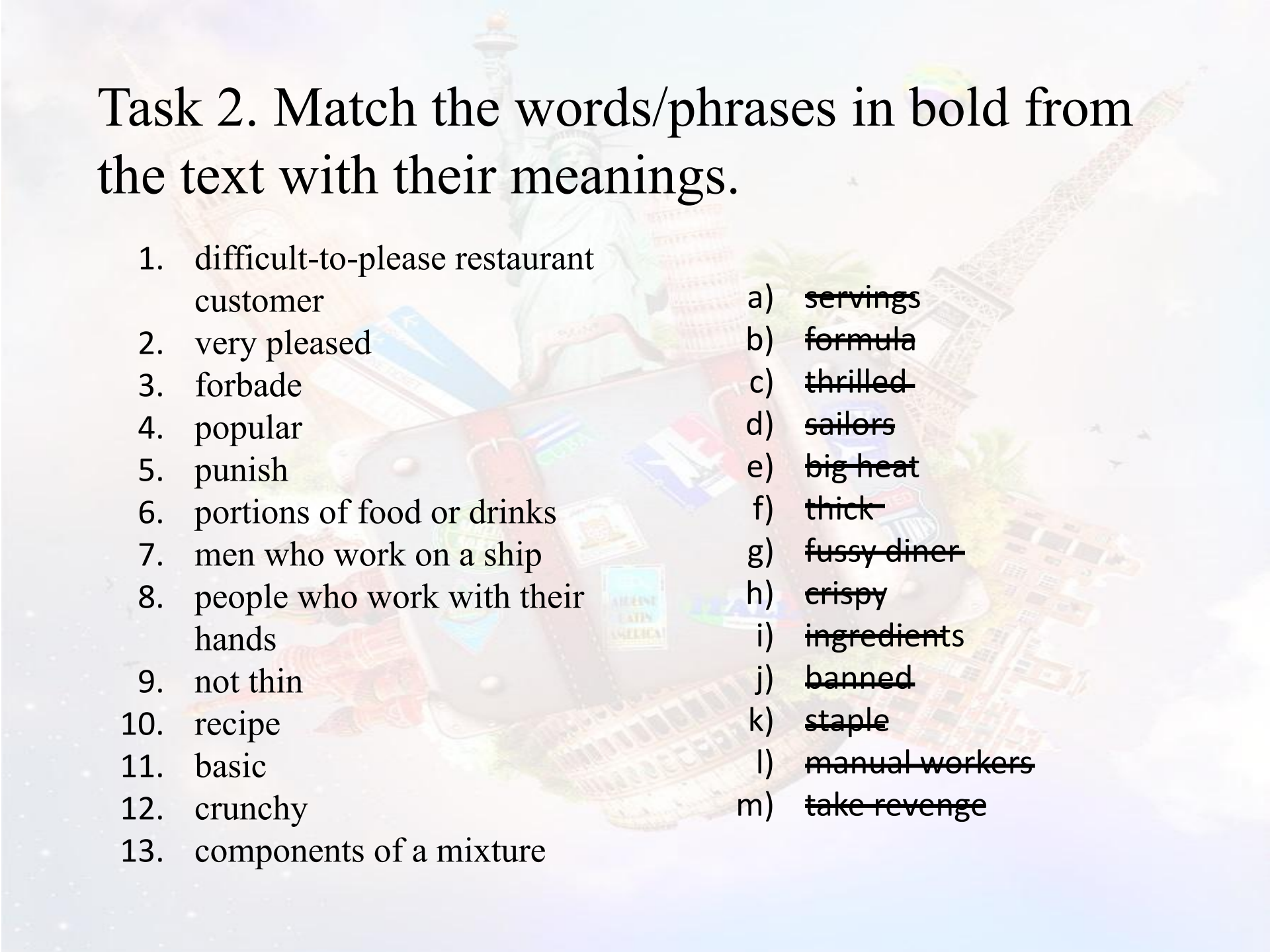
Template

- I. Many people around the world wear jeans, drink cola and eat potato chips. But have we ever wondered what the stories are behind these products?
- II. First off, I would like to tell you about Jeans. ...
- III. Secondly,
- IV. Finally,
- V. In conclusion, I'd like to say we have many products from different countries which make our life comfortable and better.

Made in the

USA

Task 2. Match the words/phrases in bold from the text with their meanings.

- 
1. difficult-to-please restaurant customer
 2. very pleased
 3. forbade
 4. popular
 5. punish
 6. portions of food or drinks
 7. men who work on a ship
 8. people who work with their hands
 9. not thin
 10. recipe
 11. basic
 12. crunchy
 13. components of a mixture
- a) ~~servings~~
 - b) ~~formula~~
 - c) ~~thrilled~~
 - d) ~~sailors~~
 - e) ~~big heat~~
 - f) ~~thick~~
 - g) ~~fussy diner~~
 - h) ~~crispy~~
 - i) ~~ingredients~~
 - j) ~~banned~~
 - k) ~~staple~~
 - l) ~~manual workers~~
 - m) ~~take revenge~~



Well done!

